

Message Text

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ACTION EB-08

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SUBJECT: UNDER-SECRETARIAL TASK FORCE ON U.S. FOOTWEAR
CONTINUING IDENTIFICATION OF TRADE OPPORTUNITIES FOR
LEATHER SHOES AND BOOTS

REF: A) STATE 89279/1, B) SYATE 45685, C) RIYADH 349

1. USLO HAS INVESTIGATED PRIMARY MARKETS FOR LEATHER
FOOTWEAR FOR UNIFORMED ORGANIZATIONS IN SAUDI ARABIA AND HAS
COME UP WITH FOLLOWING INFO.

2. MINISTRY DEFENSE AND AVIATION: BOTH LAND AND AIR
FORCES ARE CURRENTLY PURCHASING ALL FOOTWEAR THROUGH U.S. DOD
FOREIGN MILITARY SALES PROGRAM. THE LAND FORCES HAVE
ORDERED THREE YEAR SUUPPLY UNIFORMS, INCLUDING 375,000 PAIRS SHOES
AND 472,000 0-84 PAIRS BOOTS, THROUGH DOD CHANNELS AND ALL
WILL PRESUMABLY BE OF U.S. MANUFACTURE. THESE SHOES AND BOOT
ORDERS ARE CURRENTLY BEING DELIVERED. THE AIR FORCE IS NOW
PLANNING PURCHASE THREE YEAR SUPPLY UNIFORMS, INCLUDING
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APPROX 150,000 PAIRS SHOES AND BOOTS, THROUGH SAME
DOD CHANNELS AND THOSE SHOULD ALSO BE OF U.S. MANUFACTURE. IN
ORDER FILL ABOVE ORDERS, U.S. FOOTWEAR MANUFACTURER WOULD HAVE TO
ALREADY BE PREQUALIFIED WITH DOD AND SUCCESSFULLY BID FOR
THE CONTRACT OFFER BY SAME PROCEDURES USED SUPPLY FOOTWEAR
TO U.S. FORCES.

IN MAKING THESE LARGE PURCHASES MODA IS ALSO ACQUIRING COMPLETE UNIFORM AND FOOTWEAR SPECIFICATIONS, PATTERNS, ETC., FROM NATICK (MA) RESEARCH AND DEVELOPMENT COMMAND AND COULD CONCEIVABLY MAKE THEIR NEXT MAJOR PURCHASE VIA OPEN INTERNATIONAL TENDER. U.S. MANUFACTURERS SHOULD KEEP THIS POSSIBILITY IN MIND AND FOLLOW-UP PROCUREMENT MAY BEGIN IN ABOUT ONE AND HALF YEARS.

3. SAUDI ARABIAN NATIONAL GUARD: THE SANG CURRENTLY HAS ABOUT 14,000 MEN ON ACTIVE DUTY PLUS LARGE RESERVE FORCE TO EQUIP. THIS MILITARY FORCE HAS RECENTLY BEEN EQUIPPED WITH FOOTWEAR FROM U.K. SOURCES AND THEREFORE NOT IN NEED OF NEW SUPPLIER AT THIS TIME. TO PURSUE FOLLOW-UP SALES, A YEAR OR SO, QUALIFIED FOOTWEAR COMPANIES SHOULD ARRANGE FOR SUITABLE SAUDI AGENT TO REPRESENT THEM DIRECTLY TO THE SANG.

4. MINISTRY OF INTERIOR: THIS AGENCY EQUIPS VARIOUS UNIFORMED PUBLIC SAFETY AND SECURITY ORGANIZATIONS. REPEATED ATTEMPTS TO CONTACT PROCUREMENT OFFICIALS HAVE BEEN UNSUCCESSFUL. USLO WILL FORWARD MARKET SUMMARY BY SEPTEL.

5. SUMMARY: THE MARKET FOR INSTITUTIONAL FOOTWEAR IN SAUDI MILITARY FORCES SEEMS TO BE SATURATED AT PRESENT DUE TO RECENT LARGE PURCHASES. HOWEVER, U.S. UNCLASSIFIED

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COMPANIES INTERESTED IN PURSUING FOLLOW-UP PURCHASES SHOULD PROBABLY BEGIN PLANNING SOON. SINCE MODA BOOT AND SHOE SPECIFICATIONS HAVE BEEN DRAWN UP BY U.S. DOD, AMERICAN MANUFACTURERS SHOULD HAVE SOME ADVANTAGE IN FUTURE BUDDING.
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